



AHMP INDIA FOUNDATION

Inspire Minds • Innovate Solutions • Transform Lives

ABOUT AHMP INDIA FOUNDATION

The AHMP India Foundation was established to resolve a critical structural gap in India's healthcare ecosystem - the absence of a recognized, ethical framework for healthcare communication, branding, and patient engagement.

While clinical medicine advanced rapidly, the business and marketing functions of healthcare remained largely unstandardized. No specialized academic qualifications, no accredited professional boards, no unified code of conduct.

AHMP India Foundation was created to change that - permanently.



Our Vision

To be India's most trusted authority in ethical healthcare marketing - setting standards that protect patients and elevate the profession.



Mission

To recognize, educate, connect, and empower professionals who contribute to healthcare communication and patient engagement across India - guided by ethics, purpose, and the highest professional standards.

Key Areas of Focus



Healthcare Marketing Excellence

Promoting professional and evidence-based healthcare marketing practices.



Ethical Healthcare Communication

Advancing transparent, accurate, and patient-centric communication standards.



Education & Professional Development

Creating learning pathways, certifications, and resources to build competent and ethical professionals.



Research & Knowledge Sharing

Encouraging research, insights, and knowledge exchange to drive industry advancement.



Leadership Development

Nurturing ethical leaders who inspire trust, collaboration, and meaningful impact.

AHMP IS

- ✓ A professional foundation
- ✓ A standards-setting and capacity-building organization
- ✓ A community of ethical healthcare marketing professionals
- ✓ A catalyst for trust, transparency, and transformation

AHMP IS NOT

- ✗ A regulatory or legal body
- ✗ A licensing authority
- ✗ A medical council or clinical body
- ✗ An advertising or promotional agency

CHALLENGES IN HEALTHCARE MARKETING

Healthcare marketing operates in one of the world's most sensitive and heavily regulated environments. Yet, it faces unprecedented headwinds that demand sharper strategy, stronger ethics, and smarter execution.

01 MISINFORMATION EPIDEMIC



Unverified health information spreads 6x faster than factual content on social platforms.

87% of consumers say misinformation makes it harder to trust health info.

Source: Deloitte 2024

02 DIGITAL DISRUPTION



Rapid digitisation has outpaced healthcare marketers' ability to communicate with clarity, compliance, and consistency.

75% of patients research online before consulting a doctor.

Source: Google/Ipsos 2023

03 GROWING COMPETITION



Consolidation, new-age platforms, and aggressive advertising have created a hyper-competitive environment.

62% of hospitals say competition has intensified in the last 3 years.

Source: KPMG 2024

04 PATIENT CONFUSION



Contradictory messaging and information overload make it increasingly difficult for patients to make confident decisions.

78% of patients feel confused by healthcare information online.

Source: PwC 2023

05 REPUTATION VULNERABILITY



A single misstep can trigger reputational damage that spreads faster and lasts longer than ever before.

41% of healthcare organisations faced a reputation risk event in the past year.

Source: Edelman Trust Barometer 2024

06 TRUST DEFICIT



Eroding trust in institutions continues to impact patient loyalty, engagement, and willingness to follow medical advice.

63% of people say trust in healthcare institutions is declining.

Source: Edelman Trust Barometer 2024

These challenges are complex, interconnected, and constantly evolving.
Overcoming them requires expertise, ethics, and a strategic approach.

THE AHMP ECOSYSTEM

AHMP India Foundation brings together the most diverse and dynamic community in Indian healthcare - united by a shared commitment to ethical communication, professional excellence, and patient-first values.



OUR JOURNEY & MILESTONES

Every step we take is powered by people, purpose, and partnership. Here are the milestones that mark our journey forward.

10,000+

NETWORK SPECIALISTS

United through AHMP's conferences, events, and collaborative learning.

350+

ACTIVE MEMBERS

Engaged, collaborative, and committed members driving change together.

5

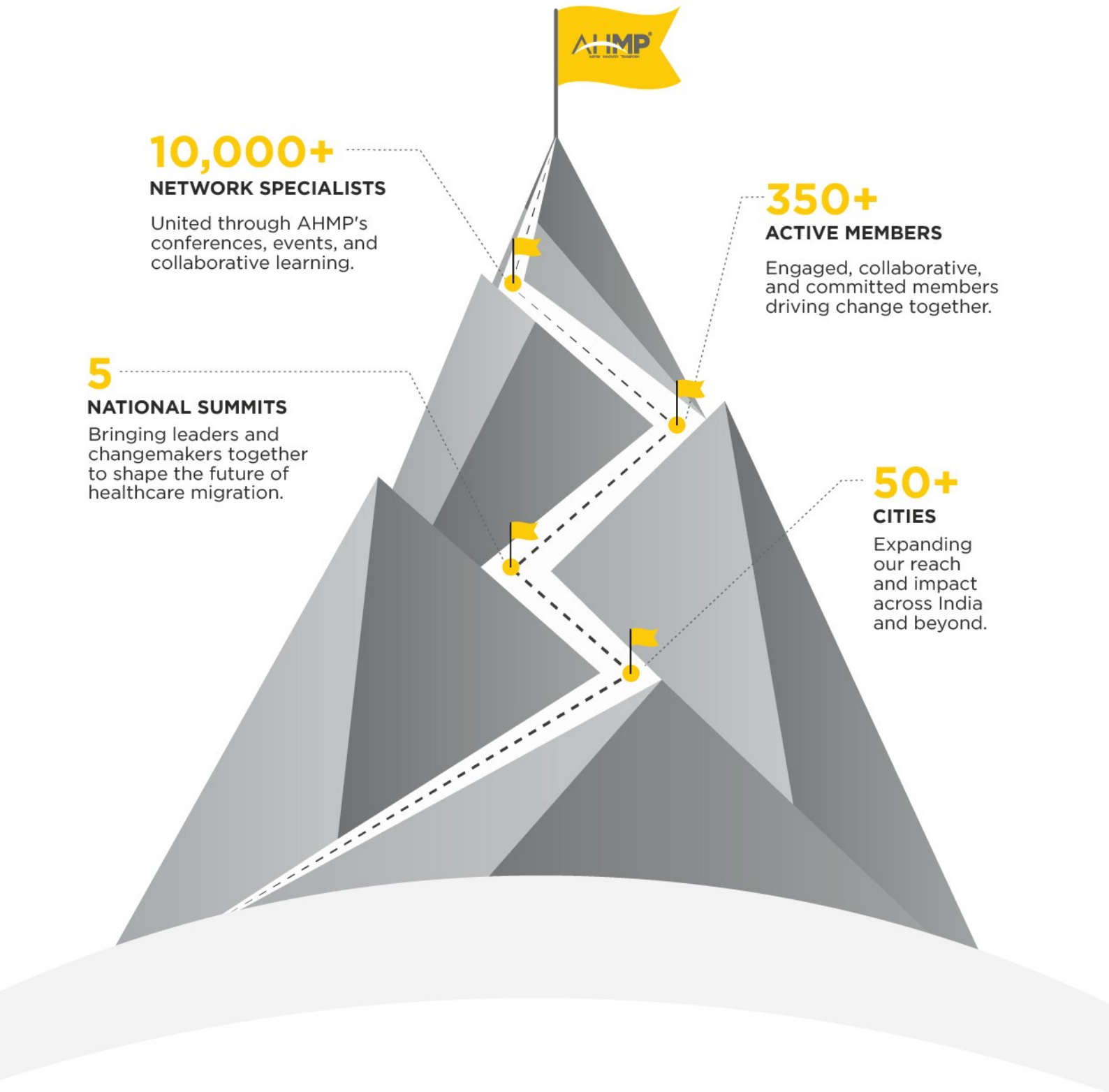
NATIONAL SUMMITS

Bringing leaders and changemakers together to shape the future of healthcare migration.

50+

CITIES

Expanding our reach and impact across India and beyond.



AHMP INITIATIVES

Stronger Together. Smarter Together. Better Together.

Empowering healthcare marketing professionals through knowledge-sharing, networking, innovation, and opportunities for professional growth.

AHMP Dialogue Series

Premier knowledge-sharing online webinar series for healthcare leaders.

- Engage in thought-provoking discussions on key healthcare topics.
- Learn from industry experts and share best practices.
- Strengthen partnerships and collaborations for collective impact.



AHMP Mobile App

Digital platform for learning, networking, and professional growth.

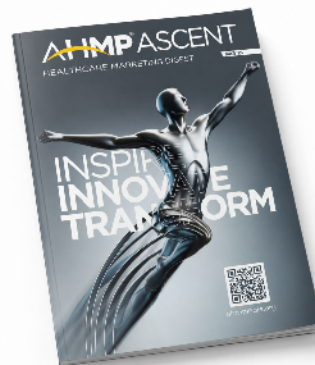
- Access webinars, courses, and certifications.
- Watch recorded videos and take learning forward.
- Stay updated with industry insights and opportunities.
- Connect with peers and industry experts.

AHMP Ascent

Healthcare Marketing Digest

The flagship healthcare marketing digest by AHMP India Foundation.

- Curated insights on healthcare marketing trends.
- Expert perspectives and industry updates.
- Actionable strategies to drive impact.



Healthcare Marketing Professionals Day

Celebrated every year on **January 13th**

- Recognizing the vital role of healthcare marketing professionals.
- Celebrating contributions that drive awareness, trust, and impact.
- Inspiring excellence and innovation in healthcare marketing.



AHMP Connect

A networking and recruitment platform that brings talent and opportunities together.

- Connect aspiring students and job seekers with industry recruiters.
- Facilitate job applications through AHMP.
- Help recruiters find talent based on their specific needs.



Be Informed. Be Connected. Be Empowered.
Together we built a better future for healthcare professionals.

IMPACT, RECOGNITION & AWARDS

AHMP - A leading platform for advancing healthcare marketing, communication, and excellence.

Recognition & Awards

We celebrate excellence, innovation, and impact in healthcare marketing through the HEALTHCARE MARKETING MAESTROS AWARDS. These awards honor outstanding campaigns, innovative strategies, and impactful storytelling that drive meaningful change in healthcare.



*Honouring the Visionaries
Behind Healthcare's Most
Impactful Campaigns.*



Award Categories

- Excellence in Healthcare Marketing Campaign
- Excellence in Brand Building
- Excellence in Patient Engagement
- Excellence in Digital Innovation
- Excellence in Content & Communication
- Excellence in Social Impact
- Excellence in Event & Experiential Marketing
- Excellence in Healthcare Start-up Marketing
- Marketing Leader of the Year

Our Impact At A Glance

50+

**KNOWLEDGE
SESSIONS**

Empowering
professionals through
learning & insights

20+

**INDUSTRY
PARTNERSHIPS**

Collaborations that
drive collective
growth

5

**NATIONAL
SUMMITS**

Bringing leaders
together to shape
the future

10k+

**COUNTLESS
CONNECTIONS**

Forging meaningful
connections among
healthcare marketing
professionals.

OUR MISSION IN ACTION

Through knowledge sharing, partnerships, and collective action, AHMP continues to elevate healthcare marketing standards and create lasting impact across the ecosystem.



"Together, we are building
a stronger, healthier, and
more connected healthcare
marketing community."

NATIONAL CORE COMMITTEE

2026-2028



MOHAMMED ILIAS

CHAIR PERSON



KAPIL PANDYA

CONVENER



DR SUMIT KAPADIA

CO-CHAIR -
CLINICIAN PARTNERSHIPS



RAJARAJAN S

CO-CHAIR - HEALTHCARE
MARCOM ORGANISATIONS



RAJU PAREKH

CO-CHAIR - HEALTHCARE
ALLIED SERVICES



D S CHAKRAVARTHI

CO-CHAIR -
HEALTHCARE ORGANISATIONS



EKTA MODI

CO-CHAIR -
ACADEMIC PARTNERSHIPS



MAHENDER PALA

CO-CHAIR - HEALTHCARE
CONSULTING PARTNERSHIPS



CHITRA BASKAR

CO-CHAIR -
EMERGING MARKETTERS

REGISTRATIONS **STARTED**

INDIA'S BIGGEST HEALTHCARE MARKETING SUMMIT

— LEARN. CONNECT. COLLABORATE. CELEBRATE EXCELLENCE. —

AHIMP[®] | HEALTHCARE
INSPIRE | INNOVATE | TRANSFORM
CON2026 | MARKETING
SUMMIT
CHENNAI EDITION



**HEALTHCARE
MARKETING
MAESTROS
AWARDS 2026**



6th Sep 2026
SUNDAY



SRI RAMACHANDRA
MEDICAL COLLEGE &
RESEARCH INSTITUTE
CHENNAI

— LIMITED SEATS. • GRAND CONVERSATIONS. • POWERFUL CONNECTIONS. —



INDUSTRY
LEADERS



INSPIRING
SESSIONS



NETWORKING
OPPORTUNITIES



MAESTROS
AWARDS 2026



INNOVATION
SHOWCASE

REGISTER NOW



ahmpindia.org



connect@ahmpindia.org



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PARTNERSHIP PACKAGES & BENEFITS

DELIVERABLES BENEFITS	PLATINUM PARTNER ₹1,00,000	GOLD PARTNER ₹75,000	SILVER PARTNER ₹50,000	EVENT/STALL PARTNER ₹35,000	AHMP ASCENT ADVERTISEMENT ₹10,000
Exclusivity/Inventory	2 Slots	4 Slots	6 Slots	15 Slots	Advertisement Only
Event Backdrop Logo	Prominent	Medium	Standard	N/A	N/A
Website & Event Page Logo	Prominent	Medium	Standard	N/A	N/A
Social Media Creatives	High Visibility	Medium Visibility	Standard Visibility	N/A	N/A
On-Stage Acknowledgement	Spl. Mention	Mention	Mention	N/A	N/A
Delegate Passes	10	6	4	3	N/A
Product Demo Slot	Yes	N/A	N/A	N/A	N/A
Badge Branding	Prominent	Medium	Standard	N/A	N/A
AHMP Newsletter (Ad / Article)	4 Pages	2 Pages	1 Page	N/A	Yes
Stall/Display Space	6ft x 3ft	5ft x 3ft	4ft x 3ft	3ft x 3ft	N/A

HOSPITALITY PARTNER
₹100000 (2 Slots)

LANYARD PARTNER
₹50000 (1 Slot)

KIT PARTNER
₹25000 (2 Slots)

WHY PARTNER IN AHMP CON 2026?

Access 700+ Healthcare Marketing & Business Decision Makers
Position your brand among the leaders of healthcare marketing
Generate quality leads through exhibition & networking
Enhance brand visibility across AHMP digital channels
Be part of a movement for ethical & patient-centric healthcare marketing

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AHMP India Foundation

Association of Healthcare Marketing Professionals

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